

Etsy

2025 Transparency Report





Since 2005, Etsy has connected millions of buyers and sellers around the world through a shared mission to **Keep Commerce Human.**

87M

active buyers

5.6M

active sellers

100M

items for sale

Maintaining a safe, policy-compliant marketplace is core to that mission. With more than 100 million items and a global community of around 87 million buyers and 5.6 million sellers, this work involves significant scale and complexity, requiring continuous oversight to navigate nuanced policy decisions and address issues across diverse geographies and use cases. That's why Etsy has teams dedicated to both developing marketplace policies and enforcing them at scale, including a Trust & Safety team across product, engineering, data, and operations that removes policy-violative content and protects the integrity of the marketplace.

Since 2015, we've published an annual Transparency Report to provide visibility into this work. This report, covering January to December 2025, shares our approach to policy enforcement, intellectual property takedowns, order issues, and requests for member information, along with progress on our 2026 roadmap.

Our Approach to Setting Marketplace Standards

Crafting policies that foster safe and inclusive human interactions, meet legal standards, reflect Etsy's values, and adapt to ever-changing societal norms and events is a bit like knitting a complex pattern: it requires skill, care, and a willingness to continually reassess and reevaluate if all threads are aligned. We have a Policy team responsible for continuously improving our policies, which are part of [Our House Rules](#), to meet the evolving needs of our community.

Enabling Creative Expression and Protecting Our Marketplace

Crafting fair policies requires precision, foresight, and a deep understanding of our community's values and the evolving context around us. Our policies aim to strike a balance between encouraging creative expression and safeguarding the trust and integrity of our marketplace. To achieve this in practice, we guide our policy work by a set of consistent core values:

- *Informed decision making:* We solicit and incorporate internal and external input from experts in the relevant subject areas to develop policies that are fair, relevant, legally compliant, and responsive to the world we live in.
- *Consistency and fairness:* We strive to apply clear standards to support consistent decision-making. Our goal is to ensure similar issues are evaluated in similar ways, while preserving room for nuance and judgment when context matters.
- *Contextual consideration:* We consider the context in which language or visual elements appear, because meaning and potential harm can vary by use case. For example, language used in a self-referential or reclaimed way may be assessed differently than the same language used to target or demean another person or group.
- *Anticipating risks:* We monitor emerging trends, seller behavior, buyer expectations and regulatory developments, so our policies remain adaptive and forward-thinking.
- *Commitment to iteration:* We recognize that our work is never perfect or complete and commit ourselves to thoughtful, data-driven improvement.

Our goals in applying these guidelines are to enforce policies consistently, protect our community from harm, and prevent future risk.

Policy Enforcement

We expect all users to follow our policies so Etsy remains a marketplace where creativity thrives. When sellers open a shop, they agree to our [Terms of Use](#), including our [Seller Policy](#), which defines what can be sold on Etsy and sets expectations for customer service.

Our Trust & Safety team enforces these standards using a combination of automated systems and human review. This includes monitoring for, identifying, and removing listings and shops that violate our policies. Violations may include listing mass-produced or resold items that do not meet our [Creativity Standards](#), or attempting to sell items listed under our [Prohibited Items Policy](#). Flags from community members and trusted authorities also inform this work.

Insights from 2025

Commitment to Seller Transparency

Sellers play an important role in keeping Etsy safe, trusted, and special. Because we expect sellers to understand and follow our marketplace policies, Etsy works hard to provide clear guidance, education, and transparency into how these policies are applied. This helps sellers make informed decisions, avoid preventable violations, and better understand what steps they can take when their listings or shops are impacted by enforcement.

Guided by input and feedback from our seller community, we made three key investments in 2025 to advance these efforts:

1. A new [policy violations page](#) in Shop Manager that gives sellers a centralized place to view policy violations affecting their shop, helping them better understand enforcement action and identify the steps they can take to remain in good standing.
2. A [listing appeals process](#), beginning with Creativity Standards violations. This gives eligible sellers a clearer path to request another review and better understand how we apply our policies.
3. We also expanded seller education through our [Ultimate Guide to Etsy Policy](#), which includes practical tips for staying compliant.

We know there is more work to be done, and these investments reflect our ongoing commitment to give sellers more useful information and clearer paths to appeals resolution.

Policy Enforcement

Shop Manager

- Search
- Dashboard
- Listings
- Messages
- Orders
- Etsy search visibility
- Stats
- Customer service stats
- Policy violations **New**
- Marketing
- Finances
- Integrations
- Help
- Settings

Sales channels

- Etsy ariasartfinds
- Pattern Own your own website

Policy violations > Violation details

Violation details

Title of listing

Removed on [MM/DD/YY] Appeal status: **Not started**

Our team reviewed and removed this listing after it was reported to us or flagged by our internal systems. This means it can't be seen by buyers anymore, and can't be edited or relisted.

Here's why this doesn't meet our Creativity Standards

- This item isn't unique to your shop**
We found the item in your listing on 1+ other sites, such as: www.taobao.com/list/item/745382271039.htm?spm=a2tww.10013406.taglist-content.7.12ca2c79Ptbbxg.
- Can't sell commercial items with minor changes**
We don't allow commercial items with surface-only changes, like mass-made stickers or personalized packaging.

What you can do next:

- Update any similar listings to make sure they're following our Creativity Standards.
- You can submit an appeal for up to 90 days after the listing was removed.
- Keep in mind. If your shop has multiple policy violations, we may remove any Star Seller badges you have or suspend your account.

Start an appeal

Shop Manager

- Search
- Dashboard
- Listings
- Messages
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Policy violations > Violation details > Listing appeal

Appeal a listing removal

Describe every step you take to make, design, handpick, or source your item. *

0/1000

List everyone involved in your business, including anyone who helps produce your item. *

If you work with production partners, make sure to add their business names and locations. [Learn more](#)

0/500

Upload photos or documents that show your process. *

You can add up to 12 files. [Here's what you should upload](#) based on your process for your item.

↑ Drag & Drop or
+ Add File

Do you have other shops on Etsy or any other sites? (optional)

Include links to other shops, social media presence etc.

0/500

Is there anything else we need to know about your items or process? (optional)

0/500

Back **Cancel** **Submit appeal**

Policy Enforcement

Keeping Etsy Special with Our Creativity Standards

Etsy's marketplace is defined by items that reflect human creativity, craftsmanship and connection. Our [Creativity Standards](#), launched in summer 2024, help protect our unique inventory by clarifying what belongs on Etsy based on the seller's roles in the creative process. These standards classify items into four categories (Made by, Designed by, Handpicked by, and Sourced by) to help buyers better understand the role a seller played in the creation of an item. We also published [Listing Image Requirements](#) to give sellers clearer guidance on how to accurately represent their items.

Taking Action on Policy Violations

Our enforcement approach is designed to address policy violations proportionately, from removing individual listings to removing accounts for repeated or serious violations. We identify potential violations through a combination of our own internal detection systems, human review, community reports, and trusted authority flags. In 2025, the vast majority of listing flags came from Etsy's own systems, reflecting our continued investment in proactive detection at scale.

If we determine that a flagged item violates Etsy's policies, we'll remove the item from the marketplace and notify the seller. In some cases, and with sellers who repeatedly violate our policies, we'll permanently ban a member. In 2025, most enforcement actions were related to alleged violations of our [Intellectual Property Policy](#) and [Creativity Standards](#).

In 2025, listing removals for policy violations declined approximately 49% compared to 2024, driven primarily by fewer Creativity Standards removals. We believe this reflects, among other things, the impact of stronger detection and enforcement efforts over the past several years. For example, in 2023, we doubled overall policy removals and quadrupled Creativity Standards (then Handmade Policy) removals compared to 2022. In 2024, Creativity Standards removals rose 22% and related seller suspensions increased by 1.5x.

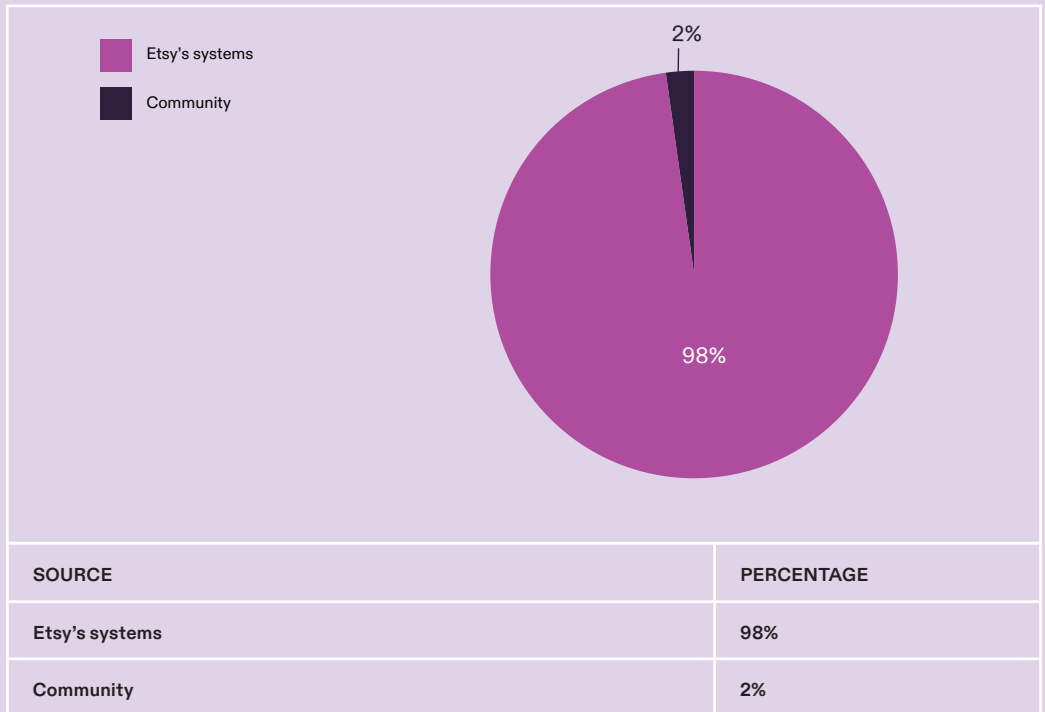
In 2025, we further expanded our use of large language model (LLM)-based detection systems and improved overall enforcement precision by 10% year over year, helping reduce incorrect removals while continuing to identify policy-violating content at scale.

As new trends and enforcement evasion tactics continue to emerge, we know there is more work to do. In 2026, we will continue investing in our detection and enforcement capabilities to improve the speed and accuracy of policy enforcement across Etsy, while also working to expand policy education and enforcement transparency, and increase access to listing appeals.

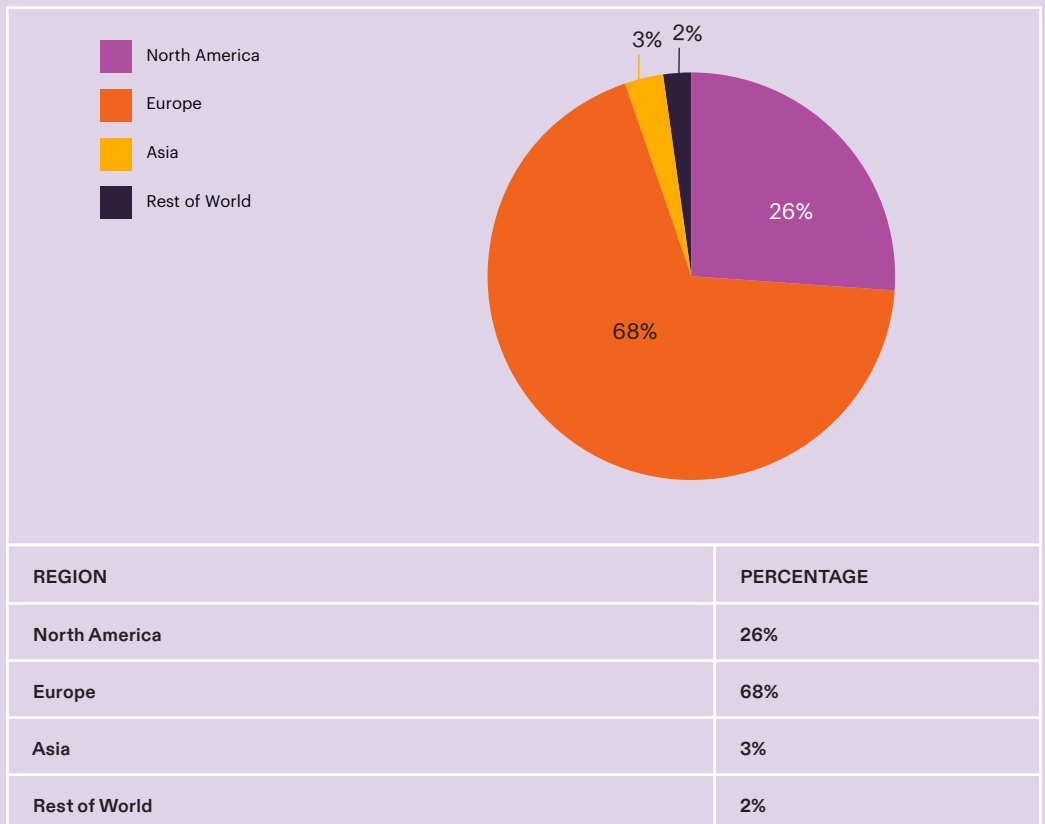
Of the accounts we took action against in 2025, 26% were sellers based in North America and 68% were sellers based in Europe. The majority of accounts actioned were mass-generated accounts tied to conversation scams.

Policy Enforcement

Listings Flags, by source



Accounts actioned for policy violations, by region



Policy Enforcement

Keeping Conversations Safe

Conversations between buyers and sellers are central to the Etsy experience, and we work to protect those interactions from spam, scams, and other policy-violating behavior. In 2025, we invested in stronger detection capabilities to identify spam accounts earlier and prevent potentially harmful messages before they reach buyers or sellers.

As a result, in 2025, spam account removals increased 2.6x compared to 2024, which led to fewer potential scam and spam messages being identified on our platform. In 2025, we identified fewer than 1 million messages as spam, a 74% decline compared to 2024.

Protecting Intellectual Property

As a venue for creativity, respect for intellectual property is essential to maintaining trust with sellers, buyers, and rights-holders. Our [Intellectual Property Policy](#) is based on industry best practices, worldwide intellectual property laws, and region-specific laws such as the Digital Millennium Copyright Act (DMCA). We require sellers to confirm they have all necessary intellectual property rights for the content they upload to their Etsy shop, and we provide rights-holders with clear channels to report alleged infringement.

Insights from 2025

The [Etsy Reporting Portal](#) lets rights-holders (including sellers) and their agents more easily report alleged infringement. Users can save their information, report multiple listings at once, and track the status of their reports. When a report complies with our policies, we remove the allegedly infringing content and notify the seller of the takedown, including how they can submit a counter-notice when applicable.

In 2025, Etsy processed around 111,000 alleged infringement reports, a 30% increase from the year prior, while the total listing removals stayed comparatively flat at approximately 846,000. We rejected 18% of submitted intellectual property infringement reports when we were unable to verify authorization, the intellectual property description was insufficient, or the report otherwise did not meet Etsy's requirements. This represents a 20% decrease from the previous year. We attribute this decline to the implementation of enhanced requirements for authorized reporters in the Etsy Reporting Portal.

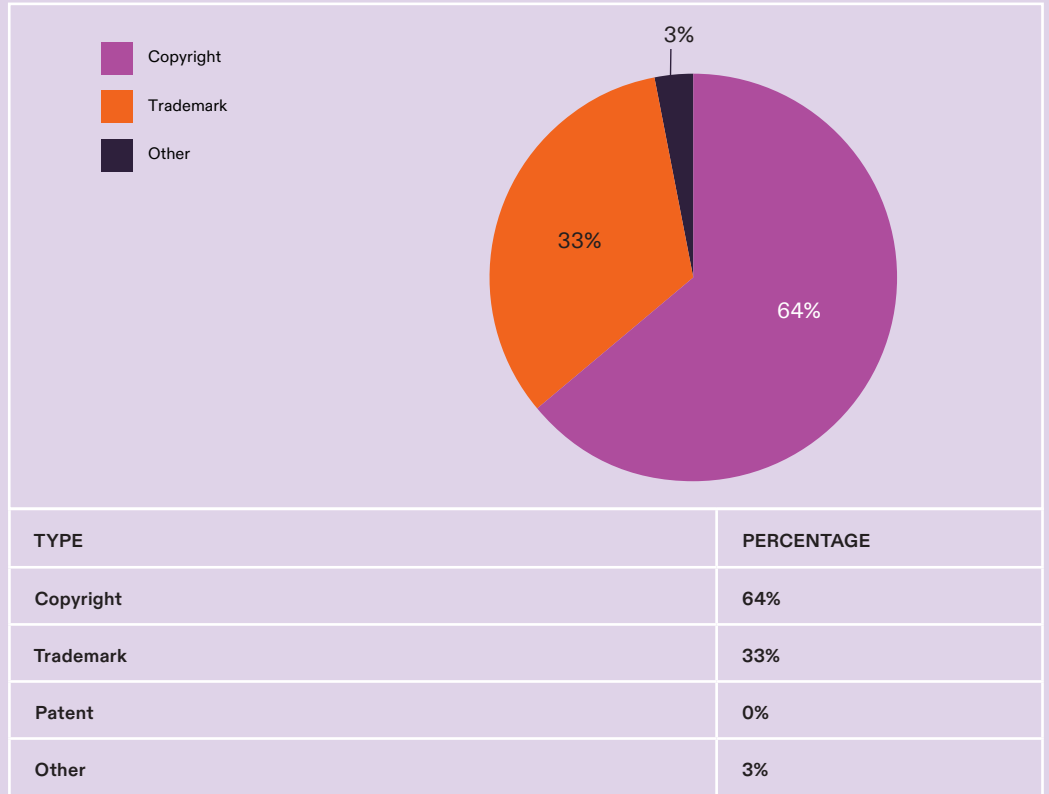
We also continued to scale and enhance our anti-counterfeiting program through innovative products and technologies, including LLM-based detection. In 2025, we removed approximately 180,000 listings for potential counterfeit violations through flags generated by our internal systems and closed approximately 28,000 shops for repeat infringement and/or counterfeiting violations, an uptick of 3.8% from 2024.

When we remove a seller's listing in response to a copyright infringement report, in certain cases, sellers can file a counter-notice to challenge the report in accordance with the Digital Millennium Copyright Act (DMCA). In 2025, sellers filed counter-notices for 10% of copyright infringement reports, which is a 16% increase compared to 2024.

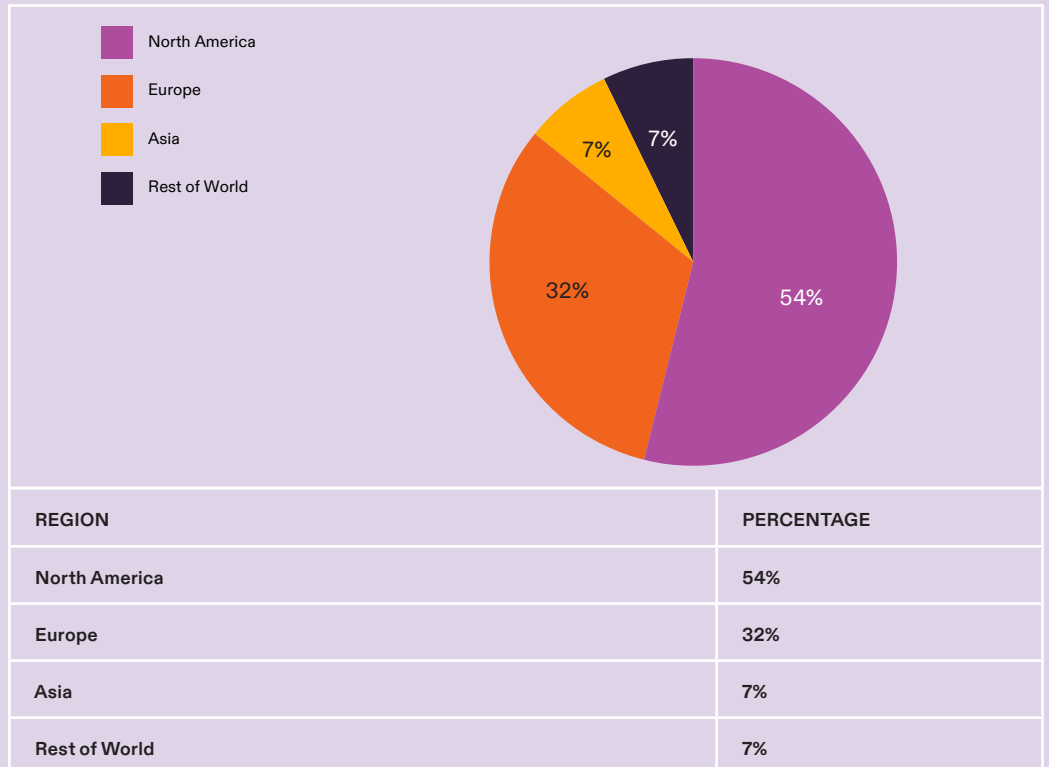
Intellectual property enforcement requires balancing timely action for rights-holders with appropriate safeguards for sellers. We will continue to refine our reporting tools, improve proactive detection, and work with rights-holders to help protect creative work across the marketplace.

Protecting Intellectual Property

Intellectual Property Takedowns, by IP issue



Intellectual Property Takedowns, by reporter region



Product Safety on Etsy

Etsy sellers agree to follow our [Prohibited Items Policy](#), part of Etsy's [Seller Policy](#), which outlines what items are prohibited or restricted on Etsy. Examples of these items include several categories of unlawful goods and dangerous products such as hazardous materials, recalled items, and weapons. The Prohibited Items Policy helps us ensure a safe, trusted environment for our community of buyers and sellers. In addition, our Product Safety Principles underscore our commitment to safety.

Etsy's longstanding product safety principles prioritize prevention, seller education, enabling easy alerts and flags from our community. We remove unsafe products quickly when alerted by regulatory authority or law enforcement, and we cooperate with regulatory authorities to inform affected members of our platform. We demonstrate our continuing commitment to these principles, and we hold ourselves accountable by annually reporting performance against our policies. For more details, see the Appendix.

Insights from 2025

In 2025, Etsy continued to strengthen our product safety program through proactive detection, policy updates, and collaboration with regulators and law enforcement.

We removed more than 50,000 items for potential safety reasons, including recalled products, roughly in line with 2024. The most common categories included items with potentially hazardous materials and dangerous products, including items that may be unsafe for children.

We also enhanced our automated detection systems, including by introducing additional LLM-based technology to help identify and remove violative listings faster and with greater accuracy. These improvements supported both proactive and reactive enforcement, including actions taken in response to recall alerts and regulatory notices.

In addition, we made several updates to our product safety policies, including refreshing our policy on [firearms](#) and introducing new policies for [Lifesaving and Personal Protective Equipment](#) and [Electric Mobility devices](#) as well as their batteries, chargers, and accessories.

We also continued collaborating with regulators and law enforcement worldwide to stay ahead of product safety trends and improve how we detect potentially unsafe or unlawful products at scale.

Last year, we rolled out listing features and [guidance](#) on how to comply with the EU General Product Safety Regulation (GPSR). This included providing a listing field for sellers selling to the European Economic Area (EEA) or Northern Ireland (NI) to share manufacturer details and product safety information as well as an opt-out setting in Shop Manager for sellers who wish to restrict sales to the EEA/NI.

Product safety remains a priority for Etsy and for regulators around the world. We will continue to evolve our program as regulations, risks, and best practices change.

Resolving Order Issues

Etsy sellers offer great customer service. If a buyer experiences an issue with their order, sellers are the first point of contact to help resolve it quickly. Buyers can easily reach out to the seller within the app or web by starting a Help with Order request from their “Purchases and reviews” page and selecting their order issue from the dropdown. Typically, 92% of order issues are resolved between the buyer and seller without Etsy getting involved.

If the issue can't be resolved between the buyer and seller, the buyer can [open a case](#) and ask Etsy to resolve the issue. While we always recommend reaching out to the seller first, and opening a case if needed, buyers can also [contact Etsy](#) through chat, email, or by requesting a phone call.

Etsy's Purchase Protection program, which we launched in August 2022, establishes when buyers are eligible for refunds, and when Etsy will step in to cover the cost on behalf of sellers—enabling buyers to shop more confidently. With Etsy Purchase Protection, [buyers](#) receive a full refund for purchases that don't match the item description, arrive damaged, or arrive late, in line with our [policy](#). We also invest directly in our sellers by providing support and coverage when the unexpected happens. Etsy will cover certain refunds on sellers' behalf, for orders that meet the Etsy Purchase Protection [eligibility requirements](#).

In April 2026, we announced an update to [Etsy's Purchase Protection Policy](#) to provide expanded seller protection for higher-value orders, increased human review for complex cases, clearer expectations for seller eligibility, and updated timelines to help issues get resolved faster.

Insights from 2025

In 2025, the share of orders that resulted in a case held steady year over year at approximately 0.5%, even as buyers and sellers navigated changes in shipping, tariffs, and import processes.

We also made it easier for buyers to get support. Our mobile-first support experience allows buyers to message sellers or contact Etsy directly in the app. We also continued to invest in web support, where buyers can access help resources, connect with sellers, and reach Etsy support when needed. Across both surfaces, we aim to make it easier for buyers to get help in the moment and move seamlessly to Etsy support when an issue is not resolved. After a buyer interacts with a seller, we collect satisfaction feedback and connect unresolved issues to Etsy support when needed. Human support remains available for more complex situations, while automated tools help resolve many common issues quickly.

In 2025, changes to U.S. tariff rates and import processes, including the removal of the de minimis exception for low-value parcels entering the United States, created additional complexity and costs for some sellers. These changes contributed to shipping delays, new seller shipping workflows, and occasional added costs for buyers. We saw an increase in case volume and Help with Order requests after these changes took effect, but issue rates improved as seller tools and education evolved and prepaid tariff shipping became more widely available.

Our Easy Resolution rate also remained relatively steady at 72% year over year. An Easy Resolution occurs when a buyer receives their item or refund in fewer than two contacts with Etsy or the seller and within five days of submitting their report.

We'll continue improving the support experience for buyers and sellers, with a focus on resolving issues quickly, clearly, and fairly.

Requests for Member Information or Action

Etsy's [Privacy Policy](#) details how we handle member information and reflects our commitment to member privacy and transparency.

Beyond the Privacy Policy, Etsy's Privacy Principles describe our approach to data privacy, including ethical data collection and usage, user control and choice, transparency, and data safety and security. We understand that privacy is an evolving topic, and we're committed to our principles as our marketplace evolves and grows. For more details, see the Appendix.

Insights from 2025

Etsy received 624 member-related subpoenas and similar legal requests for information, and produced records in response to 441 that we deemed valid. Those requested information relating to one or more members, transactions, listings, and other content on Etsy. We disclosed these requests to 637 affected members.

Etsy generally notifies affected members before disclosing records or information requested about them, unless legally prohibited from doing so, or where Etsy has a clear indication of illegal conduct and prior notification would be counterproductive.

Aside from formal legal requests for member information, we also received other legal process requests related to our members. These include court orders and similar requests to freeze or divert funds from a member's payment account to comply with a legal obligation, such as those relating to liens, levies, or garnishments.

Etsy discloses member account, transaction, or listing information in other limited circumstances in line with our [Privacy and Request for Information Policy](#) and [Privacy Policy](#). These policies allow the release of information when we believe in good faith that disclosure is necessary to comply with the law, prevent imminent physical harm or financial loss, or to investigate, prevent, or take action regarding illegal activities, suspected fraud, threats to property, or violations of Etsy's [Terms of Use](#), and in similar circumstances.

We did not receive national security letters, Foreign Intelligence Surveillance Act (FISA) orders, or other classified requests for information in 2025.

Protecting our Marketplace in 2026

Looking Ahead

As we continue to grow our global marketplace, we're focused on protecting what makes Etsy special: unique inventory, made, designed, handpicked and sourced by millions of creative people and businesses. We'll continue to invest in the people, systems, and technology to keep our marketplace a thriving home for creativity and craftsmanship globally.

In 2026, our priorities include improving our ability to detect and remove items that do not belong on Etsy, giving sellers clearer information when they are affected by enforcement decisions, and expanding pathways for sellers to seek additional review.

Our key focus areas include:

- **Strengthening content detection and enforcement efforts:** We are expanding our detection and enforcement systems to remove policy-violating content quickly, and the wider introduction of LLM-based detection technology last year is already improving speed and accuracy. We're continuing to build on that progress, and we are focused on addressing new abuse trends, such as the misleading use of AI imagery.
- **Expanding policy education and enforcement transparency:** We recently launched more targeted enforcement notifications for a subset of policy enforcement actions, including Creativity Standards and Prohibited Items. In 2026, we plan to expand these enhanced notifications across more policy areas so sellers can better understand enforcement decisions and avoid future policy violations.
- **Expanding listing-level appeals:** Last year, we introduced a new listing-level appeals process in addition to our account-level appeals system. We focused initially on violations of our Creativity Standards, and we plan this year to scale the system to include our broader policy ecosystem and seller community. Our goal is to have broad appeals coverage by the end of this year.

Together, these efforts support a safer, more trusted marketplace and help preserve Etsy as a home for creativity, craftsmanship, and connection.

Appendix

Etsy's Product Safety Principles

- 1. Prevention:** We employ a broad range of tools and resources to help detect and remove products that don't meet our standards and to mitigate the risk of reappearance. We work hard to maintain the integrity of our marketplace and continually seek opportunities to enhance our tools and processes, including those presented by new or emerging technologies.
- 2. Education:** Our teams work to empower our buyers and sellers with educational tools and resources that help buyers make informed purchasing decisions and help sellers understand requirements to sell on Etsy, which includes compliance with relevant regulations, local laws, and Etsy's policies.
- 3. Easy alerts:** We maintain clear and direct means for verified authorities and trusted partners to easily notify us of product safety concerns. Additionally, we welcome any Etsy user to flag a listing with concerns about products to help inform our enforcement efforts.
- 4. Quick action:** If a regulatory authority or law enforcement provides us with sufficient information that they deem a product unsafe, we take prompt action to remove the item from the seller's shop.
- 5. Cooperation:** We value the expertise of regulatory authorities and third party experts in detecting unsafe products. We work closely with these partners to maintain marketplace integrity. If they notify us about a product safety issue that impacts our users, we work with these authorities, in accordance with our Privacy Policy and applicable law, to inform those who are affected.
- 6. Continuing commitment:** We understand that product safety is an evolving space, and we will hold ourselves to these principles as the community of buyers and sellers grows. We publicly demonstrate our continuing commitment and hold ourselves accountable by annually reporting performance against our policies.

Appendix

Etsy's Privacy Principles

- 1. Ethical custodians:** We only collect and use data that we reasonably need in order to provide you with our services, for marketing, to comply with our legal obligations, and to improve products and experiences for our community.
- 2. It's your data:** We believe you should have control over your data. We provide you with tools to easily access, download, and edit the data we've collected and allow you the choice (subject to applicable rules) to close your account and delete your data.
- 3. Choice:** We empower you with the choice to decide how to control your data. You can choose whether or not to participate in personalized advertising with third party partners. You can also choose which, if any, marketing communications to receive.
- 4. Data safety and security:** Etsy takes the safety and security of your data seriously. We use industry standard technologies, such as Transport Layer Security encryption, and work hard every day to protect your data. We also require our partners and vendors to use appropriate security controls and privacy practices.
- 5. Transparency:** We tell you what data we collect, how we use data, and how we share it (including via cookies or Software Development Kits). We update our privacy policy from time to time, as we build new products and as privacy laws around the world evolve.
- 6. A continuing commitment:** At Etsy, we understand that privacy is an evolving topic, and we're committed to these principles as we build and grow.

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